

**Social Marketing Plus for Diarrheal Disease Control:
Point-of-Use Water Disinfection and Zinc Treatment
Project
(POUZN)**

**Annual Report to USAID
October 1, 2005 – September 30, 2006**



Abt Associates Inc

In association with:
Population Services International
and
Banyan Global
Forum One Communications



USAID
FROM THE AMERICAN PEOPLE

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INTRODUCTION

The POUZN project's objective is to expand the use of point-of use (POU) water disinfection and zinc treatment products for the prevention and treatment of diarrhea. This will be achieved through the use of social marketing as a technique to increase access to and demand for POUZN products.

This Annual Report follows the Workplan format and is organized by the four major Tasks associated with the implementation of the POUZN contract. These include: 1) Work/Business Plan Development, 2) Field Implementation, 3) Global/Technical Leadership and 4) Monitoring and Evaluation. The final section presents a summary budget for the activities described in the workplan. The Annual Report covers the period of October 1, 2005 – September 30, 2006.

Table 1 below provides a summary of the key outputs for the Year One workplan and their status.

Table 1: Output Summary for Year 1

Task One: Work Plan and Business Plan Development and Reporting	Status as of September 29, 2006
Activity A: Prioritize Focus Countries	
<ul style="list-style-type: none"> ▪ List of countries submitted to USAID for discussion and prioritization 	<ul style="list-style-type: none"> ▪ Completed
Activity B: Year One Workplan and Semi-Annual Report	
<ul style="list-style-type: none"> ▪ Workplan for FY2006 completed and approved 	<ul style="list-style-type: none"> ▪ Completed
<ul style="list-style-type: none"> ▪ Semi-annual report completed 	<ul style="list-style-type: none"> ▪ Completed
Activity C: Year Two Workplan	
<ul style="list-style-type: none"> ▪ Workplan for FY2007 submitted 	<ul style="list-style-type: none"> ▪ Completed
Activity D: Work/Business Plans for Field Buy-in Countries	
<ul style="list-style-type: none"> ▪ Work/business plan for USAID Nepal for introduction of zinc social marketing completed 	<ul style="list-style-type: none"> ▪ Completed
<ul style="list-style-type: none"> ▪ Work/business plans for two POU scale-up countries completed 	<ul style="list-style-type: none"> ▪ Work plan for Malawi completed and work plan for Kenya in draft.
Task Two: Program Implementation	
Activity A: Scale-up Safe Water Systems (SWS) Programs	
<ul style="list-style-type: none"> ▪ SWS expanded to national level in two countries 	<ul style="list-style-type: none"> ▪ Activities related to Malawi scale-up began in July; Kenya activities to

	commence in November.
<ul style="list-style-type: none"> POU segmentation strategy and PuR marketing plan completed 	<ul style="list-style-type: none"> In process for Malawi and Kenya
<ul style="list-style-type: none"> BCC/category and brand campaigns implemented for SWS and PuR in two countries 	<ul style="list-style-type: none"> Activities underway in Malawi, programmed in Kenya.
<ul style="list-style-type: none"> SWS and PuR included into M&E tools 	<ul style="list-style-type: none"> Completed for Malawi and Kenya
Activity B: Launch Zinc Treatments on National Scale in Nepal	
<ul style="list-style-type: none"> Product registration, importation and brand development completed 	<ul style="list-style-type: none"> In process
<ul style="list-style-type: none"> Training of public sector MCH staff completed 	<ul style="list-style-type: none"> Planned for December. To be undertaken by the MOHP in collaboration with PSI/Nepal
<ul style="list-style-type: none"> Zinc included in national diarrhea case management guidelines and curriculum 	<ul style="list-style-type: none"> Completed by MOH and bilateral
<ul style="list-style-type: none"> National BCC campaign for Zinc as diarrhea case management treatment developed 	<ul style="list-style-type: none"> Focus group research completed. Development of a campaign on-hold pending approval of the workplan by MOHP.
<ul style="list-style-type: none"> Training of private sector personnel in Kathmandu Valley 	<ul style="list-style-type: none"> Scheduled for January-February, 2007 due to delays in receiving approval from MOHP.
Activity C: Feasibility Assessments for POU Scale-up or Launch	
<ul style="list-style-type: none"> Operating and marketing environment assessments for up to two additional countries completed 	<ul style="list-style-type: none"> Proposed country list and concept papers developed for 3 countries. However POUZN team has been requested to focus on scale-up rather than new countries at this point.
<ul style="list-style-type: none"> POU assessment reports disseminated 	<ul style="list-style-type: none"> No assessments undertaken.
Activity D: Feasibility Assessments and Technical Assistance for Zinc Programming	
<ul style="list-style-type: none"> Operating and marketing environment assessments in up to three additional countries completed 	<ul style="list-style-type: none"> Proposed countries have been submitted and discussed on numerous occasions. However to date there has been no final agreement on countries requiring assessments.
<ul style="list-style-type: none"> Zinc assessment reports disseminated 	<ul style="list-style-type: none"> No assessments undertaken.
<ul style="list-style-type: none"> On-going technical assistance provided 	<ul style="list-style-type: none"> N/A
Task Three: Global Leadership and Dissemination	
Activity A: Dissemination of Lessons Learned	

<ul style="list-style-type: none"> ▪ Lessons learned paper on POU social marketing experience completed and disseminated 	<ul style="list-style-type: none"> ▪ Draft Lessons Learned Paper completed and submitted for review.
Activity B: Increase Visibility of POUZN Interventions	
<ul style="list-style-type: none"> ▪ Presentations made to USAID and other audiences 	<ul style="list-style-type: none"> ▪ Presentations made at Zinc Task Force meeting and PSP IQC meeting
<ul style="list-style-type: none"> ▪ One page description and power-point presentation about POUZN completed and disseminated 	<ul style="list-style-type: none"> ▪ A one-page description of the project has been completed and posted on the PSP-One web site.
<ul style="list-style-type: none"> ▪ One page description of benefits of using POU water treatments to prevent diarrhea completed and disseminated 	<ul style="list-style-type: none"> ▪ Completed and available on PSP-One website
<ul style="list-style-type: none"> ▪ One page description of benefits of using zinc as a treatment for diarrhea completed and disseminated 	<ul style="list-style-type: none"> ▪ Completed and available on PSP-One website.
Activity C: Increase Visibility of POUZN Through PSP-One Web Site	
<ul style="list-style-type: none"> ▪ On-line Resource Library of POUZN topics included in PSP-One Website 	<ul style="list-style-type: none"> ▪ Completed
<ul style="list-style-type: none"> ▪ Quarterly updates on POUZN activities completed and disseminated through list-serve 	<ul style="list-style-type: none"> ▪ A description of the POUZN project, Malawi activities, and PSI/Cambodia diarrhea treatment kit launch posted on the PSP-One web site.
Activity D: Global Leadership and Collaboration	
<ul style="list-style-type: none"> ▪ POU lessons learned presented at World Water Forum 	<ul style="list-style-type: none"> ▪ Completed
Activity E: Advisory Board	
<ul style="list-style-type: none"> ▪ Advisory Board meeting convened. 	<ul style="list-style-type: none"> ▪ Completed
Task Four: Monitoring and Evaluation	
Activity A: Finalization of Performance Monitoring Plan	
<ul style="list-style-type: none"> ▪ Performance Monitoring Plan finalized and accepted 	<ul style="list-style-type: none"> ▪ Completed
Activity B: Development of M&E Plans	
<ul style="list-style-type: none"> ▪ Monitoring and evaluation plan and data collection system established in each POUZN field support country 	<ul style="list-style-type: none"> ▪ Completed for Nepal and Malawi. Included as part of Kenya workplan.

TASK ONE: WORKPLAN/BUSINESS PLAN DEVELOPMENT

Objectives:

- Submit to USAID a list of priority countries for POU and Zinc field implementation
- Submit and receive approval for a Year One workplan
- Complete a semi-annual report
- Submit a workplan for Year Two
- Complete work and business plans for up to three countries

Status Report on Key Activities and Outputs:

A. Submit and Review with USAID a List of Priority Countries for Field Implementation

POUZN staff, based on an initial analysis of relevant diarrheal disease indicators and other health criteria, submitted a list of potential, high priority countries to the CTO for consideration and discussion. POUZN contractors were specifically requested not to directly market POUZN services to USAID missions. As a result, monthly discussions have been held with USAID/W CTOs concerning potential countries for POUZN action with the understanding that the CTOs would initiate discussion with the missions in promising countries. A summary of the status of these discussions follows:

Country	Status of Point-of-Use Discussions
Ethiopia	PSI provided a description of their current Safe Water System (SWS) pilot program. AIDS-related POU being undertaken by Abt/PSI under PSP with USAID (PEPFAR) funding. No opportunity for POUZN at this time.
Malawi	POUZN prepared and submitted to USAID/W a concept paper for scaling up the current program. This was subsequently followed by the completion and approval of a workplan. Activities in country have commenced.
Kenya	POUZN prepared and submitted to USAID/W a concept paper for scaling up the current program. This was subsequently followed by the completion of a workplan. Activities in country will commence in November.
Benin	Action awaited the outcome of a new social marketing program contract award. This was awarded in October to PSI/Abt team.
Nigeria	Strong interest was expressed by P&G to expand its PuR program. USAID has expressed interest in pursuing a program during Year 2 or 3.
DR Congo	PSI and the USAID Mission have expressed interest in launching SWS. PSI is in close touch with the Mission and has submitted a concept paper.
Yemen	MOH expressed interest in POU. Program launched on a pilot basis through an NGO with PHR+, with CDC technical assistance. If the pilot is successful, the Mission may support an expansion through the Health Systems 20/20 project with possible POUZN technical assistance.
Guinea	PSI has launched SWS with its own funds (summer 2006). The Mission has expressed interest in expanding the program through POUZN but has limited child survival funds.

Rwanda	PSI launched POU in 2002, but stopped in Nov 2003 due to stockout and lack of funding. They are interested in reviving the program and may have matching funding from the MAP project.
Sudan	The USAID Mission is interested in POU and PSI has tentative approval from CDC to start up a Tabs program. A role for POUZN is still under discussion.
Dominican Republic	Although PuR was launched through PSI, the USAID Mission is not interested in supporting other POU activities at this time.

Country	Status of Zinc Discussions
Ethiopia	PSI, with OFDA funding, is currently introducing a diarrhea treatment kit (DTK) with new low-osmolarity ORS in the SNNPR region. The USAID Mission is not interested in pursuing additional zinc programs at this time.
Mali	Both Abt and PSI have strong diarrhea prevention programs in Mali. The teams met to discuss the zinc issues, but recommended that due to low ORS demand/use, lack of attention to stocks by MOH, and lack of an appropriate diarrhea treatment policy that includes zinc, Mali would not be an appropriate country for POUZN at this time.
Cambodia	PSI, with Mission funding, launched the DTK on March 10 th in two pilot districts. POUZN continuing discussion with USAID/W concerning Year 2 follow-on or scale up.
Benin	Action awaiting award of a new social marketing program contract. Awarded to PSI/Abt team October 2006.
Malawi	Funds to introduce zinc included in new Child Survival Grant but most zinc-related activities are not scheduled for another year. Technical assistance to advocate with MOH for policy change to include zinc treatment may be warranted.
Madagascar	USAID Mission is directly funding BASICS and PSI to move the zinc program forward.
Indonesia	USAID Mission and MOH have expressed interest in initiating a zinc program. Abt is currently developing public-private partnerships within the child health bilateral which could facilitate a zinc program. This is still under discussion.
DR Congo	USAID Mission and PSI are discussing opportunities for introducing zinc in the private sector. POUZN asked to add an individual to the BASICS-led zinc assessment team scheduled for Year 2.
Mozambique	PSI has a large child health portfolio in Mozambique to which a zinc program could be added. USAID/W to follow up with the USAID Mission.
Haiti	High diarrhea prevalence and high MOH interest indicated potential for further action. Mission is interested in POUZN support to introduce a new DTK with zinc.

In addition, there were discussions on approaching the Africa Bureau and the Millennium Water Alliance to determine support for advocating clean water as another USAID development pillar.

B. Submit and Receive Approval for the Year One Workplan and Semi-Annual Report

A Year One Workplan was submitted to the CTO on November 11, 2005 and verbal approval was received. Work under this plan is the subject of this Annual Report. A Semi-Annual Report was submitted to the CTO in April which outlined the progress of activities during the first half of Year One.

C. Submit a Year Two Workplan

The POUZN team developed and submitted a draft workplan for Year Two activities on September 15, 2006. Subsequent discussions were held with USAID/W and a final workplan was submitted October 20, 2006.

D. Complete a work/business plan for up to three countries

1. Nepal

During the period December 6-16, 2005, Susan Mitchell, POUZN Project Director and Brad Lucas, POUZN Technical Director, traveled to Nepal to make an initial assessment of the private sector market for zinc treatment products and to gather information from partner organizations and local pharmaceutical manufacturing firms to prepare a business/work plan for ensuing field activities. As a result of this visit a work/business plan and budget were completed and submitted to the USAID Mission to Nepal for approval on January 13, 2006. This workplan was revised and resubmitted per the instruction of the CTO in Nepal on July 31, 2006 along with a concept paper for the Ministry of Health and Population (MOHP). Written approval for the revised workplan was received from the USAID Mission in August. POUZN is still awaiting MOHP approval of the concept paper which would allow the project to move forward.

2. Malawi

During the period March 28-April 8, 2006, POUZN's Technical Advisor for safe water, Chuck Szymanski, and USAID's Hygiene and Sanitation Advisor, Rochelle Rainey, conducted an assessment in Malawi of the potential for scaling up the current PSI-funded program in that country. As a result of this visit a work/business plan for scaling up POU activities in Malawi was completed and approved by the USAID/W and the USAID Mission to Malawi in May 2006.

3. Kenya

During the period September 5-15, 2006, POUZN's Technical Advisor for safe water, Chuck Szymanski, and USAID's Hygiene and Sanitation Advisor, Rochelle Rainey, conducted an assessment in Kenya of the potential for scaling up the current PSI-funded program in that country. As a result of this visit a work/business plan for scaling up POU activities in Kenya is being finalized for submission to USAID/W and the USAID Mission to Kenya.

TASK TWO: FIELD IMPLEMENTATION

Objectives:

The field implementation objectives for Year One are as follows:

- Scale up existing Safe Water Systems (SWS) (*WaterGuard*) to national distribution and promotion in two countries through a combination of core and field support funds
- Launch *PuR* as a second POU product in two countries (supported by P&G foundation funding), coordinated through POUZN
- Launch a program to provide Zinc treatments for diarrheal disease in children under five years of age on a national level in Nepal
- Conduct feasibility assessments for scaling up or launching POU products in up to two additional countries
- Conduct feasibility assessments and provide technical assistance for future introduction of zinc treatment programs in up to three countries

Status Report on Key Activities and Outputs:

A. *Scale up existing SWS (WaterGuard) and PuR programs in two countries through a combination of field support and core funds*

Background

Two country POU programs were selected for scale-up: Malawi and Kenya. These are ideal countries in that PSI has already successfully launched SWS. The additional funds from POUZN allow the country programs to extend program outreach to more rural areas with greater numbers of vulnerable beneficiary populations. Moreover PSI is in the process of launching PuR in both Malawi and Kenya allowing the project to build synergies between the two products.

Malawi

PSI introduced a point-of-use (POU) water treatment product, *WaterGuard*, in Malawi in 2002, using its own funds. *WaterGuard* is a 100% Malawian-made water treatment product: the chlorine solution is made by Chemicals and Marketing, Ltd. and the bottles, caps and outer packaging are all also produced in Malawi. To date, PSI has been the sole supporter of SWS in Malawi, committing over \$600,000 of its own funding to ensure the introduction, supply and promotion of the *WaterGuard* product. Significant levels of brand recognition and distribution have already been achieved, with over 27% of retail outlets nationwide selling *WaterGuard* and sales amounting to over 665,000 bottles in 2005 alone. In addition, the Ministry of Health and President have both publicly acknowledged the important role of *WaterGuard* in combating cholera outbreaks.

With the support of Procter & Gamble, PSI/Malawi is also launching *PuR*®, Purifier of Water, in 2006 under the brand name *WaterGuard wa Ufa* (*WaterGuard* powder). The product consists of a

powdered iron sulphate and calcium hypochlorite mix sold in 4gm sachets, each capable of treating 10 liters of water. PuR® has comparable disinfection capabilities to the SWS product, but is particularly useful in areas with highly turbid water where simple chlorination with SWS is less effective.

With POUZN support, PSI is expanding distribution of these key water treatment products through the establishment of new sales points nationwide and addition of two new sales teams working with rural wholesalers, retailers, private healthcare providers, and possibly public health clinics. WaterGuard will soon be distributed on a national scale, focusing on rural settings where incidence of diarrhea is 28% higher than in urban areas, socio-economic and educational indicators are lower, and where 85% of the population resides. PSI is also exploring opportunities for establishing new channels of distribution via collaborations with organizations currently working on water, sanitation, and hygiene as part of their community development activities, mostly in rural areas of Malawi.

To support an expanded marketing effort, POUZN is implementing branded and generic communication campaigns using both mass media and interpersonal communication channels targeting primary caregivers, community-based health agents, and healthcare providers to motivate the purchase and consistent year round use of POU water treatment and good hygiene practices. In addition, POUZN is educating and training community-based health agents, private healthcare providers, faith leaders, and PSI/M sales staff on the efficacy and proper use of POU water treatment products through extensive use of product demonstrations, which will enable them to become effective demand creation and Information, Education, and Communication (IEC) agents for POU.

POUZN Core Funds are being used to expand marketing and continue distribution efforts in FY06 with additional field support funding to be provided by the USAID Mission beginning in FY07. In addition, Proctor & Gamble (P&G) is funding the PSI platforms in Malawi to launch PuR. As a complementary activity, POUZN funding of POU will include the development of a market segmentation strategy for both products, and the inclusion of PuR in the national BCC campaign and M&E systems.

At the time of this report, bottle molds had been ordered from Kenya. The PSI team is currently working with the current bottle supplier, Eagle Industries, to resolve quality issues and meeting with another bottle supplier to ensure improved competition for the next supply of bottles.

Two new commercial sales teams have been selected and will began work October 1. Quarterly sales of WaterGuard during the initial period were 64,716. Sales of PuR were 188,720.

Initial meetings have been held with key partners (WaterAid, Fresh Water Project, World Vision, the Presbyterian Church and UNICEF) to develop a schedule for field visits and program implementation and to plan for an initial workshop on October 23 to design and develop new IEC materials (both radio and print materials).

Kenya:

PSI/Kenya launched *WaterGuard* (500ml bottles) in May 2003 with internal PSI funding. Over 1.4 million bottles have been sold since the launch of the product and, as a result of the promotion of

WaterGuard, imitation brands have made their entry into the market. With continued assistance from the CDC, and as a result of a productive public-private partnership with two local suppliers PSI/Kenya introduced a new 150ml version of *WaterGuard* in July 2005 to make the product more affordable and accessible to rural populations. The product costs approximately \$US 0.29 per bottle to produce while approximately \$US 0.34 is recovered per bottle, leading to a COGS recovery of 117%, making it among the most financially sustainable programs in PSI's safe water portfolio. With the support of Procter & Gamble, PSI/Kenya also launched *PuR*®, Purifier of Water in February 2006.

PSI/Kenya anticipates using POUZN funds to increase accessibility to and demand for POU products in targeted rural regions. Community outreach, education and distribution will be conducted in concert with NGO partners that will enable the project to focus on areas that are particularly vulnerable to acute diarrheal disease and face the greatest challenges with regard to water quality. Specifically, these efforts will be focused on increasing use of SWS in poor, rural regions where incidence of diarrhea is highest.

Brand promotion efforts for *WaterGuard* and *PuR*® will include mass media advertising that utilizes television, radio and billboard media, as well as extensive point-of-sale and other merchandizing material. PSI/Kenya will leverage its distribution structure to make *WaterGuard* and *PuR*® more widely available at retail outlets nationally. The POUZN program will increase rural accessibility to *WaterGuard* and *PuR*® to target audiences by supporting a village-based bicycle sales force.

Key activities and outputs will likely include the following:

- Expansion of distribution channels into rural, high risk regions
- Development of a mass media campaign to educate rural Kenyans on the risk of water-borne diseases and the effectiveness of water treatment using *WaterGuard* and *WaterGuard wa Ufa*
- Training of community-based organizations, social health educators and public health workers from rural antenatal clinics on the risks of diarrheal disease and interpersonal communication skills
- Development of mass media brand promotion advertising for *WaterGuard* and *PUR*® to include television, radio and billboard media, as well as extensive point-of-sale and other merchandizing material.

B. *Launch a program to provide zinc as a treatment for diarrhea on a national scale in Nepal*

The USAID Mission to Nepal in 2005 obligated \$900,000 to POUZN to initiate a zinc treatment program through private sector channels in Nepal. Per the original workplan, it was expected that zinc would be launched during this workplan period and approximately \$520,000 expended to support the program. Since the submission of the workplan in January several events delayed the planned program implementation:

1. Political disruptions in Nepal resulted in Nepal being discussed as a “fragile state” and health funds were severely curtailed. The Mission therefore indicated that the workplan would need to be revised to reach national coverage targets within the existing budget of \$900,000.

2. The Ministry of Health's Child Health Division indicated its preference was for the public sector pilot to be significantly advanced before POUZN's private sector activities are initiated. The rollout of the zinc treatment program in the public sector was further delayed until June by the unavailability of a zinc product that met the pharmaceutical GMP standards set forth by WHO/UNICEF.

POUZN was requested to submit a concept paper to Dr. Pradhan, the Director of the Child Health Division and primary advocate for the zinc program. POUZN, was further directed to revise its workplan to encompass a pilot program for training both public and private sector providers in three major districts in the Kathmandu Valley, to be followed by a national launch of the program, targeting urban and peri-urban areas, in May 2007. These documents were submitted in July and approved by USAID/Nepal. However, as of the end of October, concurrence had not been received from the Ministry of Health to commence implementation.

The PSI team on the ground has met with Dr. Pradhan on several occasions to encourage moving the approvals through the Ministry of Health and Population. In the meantime, the team is holding regular internal planning meetings to discuss detailed micro-planning of the first months of implementation. The formative research study of caregivers, pharmacists and medicine shops in the Kathmandu valley has been completed and the report finalized and readied for distribution to a wider audience. The zinc program manager is developing a compendium of manufacturers that have interest in or have already begun the process of introducing zinc into the Nepal marketplace. POUZN is working with Nutriset to gather documentation required to formally register the Nutriset zinc product for use in the pilot programs.

Two members of the zinc team attended a government zinc training session in order to assess its appropriateness and replicability for private sector training and to gather training materials. These and other training materials are being reviewed by the PSI trainer in Nepal. The graphic designer has been working on several generic baby-zinc logos that will be presented to the MOHP in the future for comment prior to their testing with target consumer audiences. The communications team is developing a BCC workplan and has begun preparations for the development of the zinc marketing and communication plans.

Once the concept paper and workplan have been approved by the Ministry of Health and Population and USAID/Nepal, the following is planned:

Training: The POUZN project will fund the training of public sector staff from the district public health office, primary health care centers, health posts, sub-health posts, female community health volunteers, and pediatricians from government hospitals. This training will be conducted by the Department of Health Services National Health Training Center and is expected to reach nearly 2400 personnel working from 137 health facilities.

Once approval is received to commence the private sector launch, POUZN will train 1350 pharmacists and pharmacy staff, from approximately 700 private pharmacies in the three designated Kathmandu districts (Kathmandu, Bhaktapur, Lalitpur). In addition, POUZN will target key private health professionals, including pediatricians to participate in the zinc training. All personnel will be trained on the efficacy and proper use of pediatric zinc treatments, the new

WHO guidelines for diarrheal disease management, and interpersonal counseling techniques. The POUZN project will consult with the Zinc Task Force to assure consistency in public and private provider training materials, develop or modify training curriculum and materials, develop interpersonal counseling materials, and develop and distribute a one-page reference guide on diarrheal disease management for distribution to public and private sector providers.

POUZN will contract with appropriate local personnel to train pharmacy outlet staff at pharmacy outlets in half-day training sessions. Initially, at least two individuals (e.g. pharmacist and pharmacist assistant) from each outlet will be trained with a goal of reaching at least 75% of the target outlets. In addition to formal training sessions, the POUZN project will hire a detailing team to individually canvass pharmaceutical outlets to re-supply materials, re-enforce training messages and provide on-site training for those pharmacy staff that were not captured in organized trainings.

Product importation: POUZN will facilitate the registration, purchase and importation of the Nutriset 10-tablet blister pack disburseable product for the pilot program, providing 134,600 zinc treatments to the Division of Child Health for distribution through public sector clinics in the Kathmandu Valley. In addition 202,000 units are being imported for distribution and sale through 900 private sector pharmacies in the Kathmandu valley using the existing commercial sector distribution system at a proposed retail price of NRs 33. A generic “Zinc Treatment for Diarrhea” logo will be developed and used to promote the imported zinc product. Commercial zinc treatment brands will be offered the generic zinc treatment logo to also use on their packaging and detailing materials once local products are available.

Behavior Change Communication: In January, USAID/Nepal gave the POUZN team approval to move ahead with the formative research that will support both public and private sector introduction of the zinc treatment programs. Based on the findings of the research, the POUZN team is moving ahead to prepare its communication strategy for developing information campaigns targeting caregivers to introduce the product and proper use of zinc treatments in managing diarrhea in children along with appropriate ORS/ORT use. These campaigns will focus on making caregivers aware that pediatric zinc is a new, effective and affordable treatment for childhood diarrhea, that is both an immediate treatment for infant/childhood diarrhea, and will protect the child against future episodes. The campaign will also inform clients that the product is available in public and private sector clinics and pharmacies throughout Kathmandu. Campaign development will entail sufficient lead time to ensure stakeholders, especially the Zinc Working group members and NHIECC, are active participants in the process and that proposed messages and creative materials are consistent with public sector priorities and are appropriately pre-tested and approved as appropriate. Radio will likely be the primary channel for communications messages. Printed materials will include leaflets and posters as well as job-aids (e.g. flip charts) for training and interpersonal communication. Direct marketing will be used to reach provider groups (e.g. pharmacists, pediatricians) as well as mothers in specific venues (i.e. child health days)

Development of a local product: The team is facilitating the development of a commercial market for high quality zinc treatments in Nepal by working with local and regional manufacturers, government, and production/quality assurance technical resources. If needed,

POUZN will provide technical assistance to local firms in production and quality assurance in order meet Nepalese Good Manufacturing Practices, facilitate product stability testing in local and US laboratories, provide expert consultation to the Nepal DDA on regular stability testing, and provide technical assistance on taste masking.

It is critical that a commercial company from Nepal or the region enter the Nepalese market with a zinc product after the pilot since POUZN is importing the product from Nutriset for the pilot program only. A number of firms in India have been identified as possible entrants into this market. In addition, a distributor in Nepal has contacted Nutriset about importing and distributing ZincFant. POUZN intends to facilitate the introduction of one or more commercial entrants into the Nepalese market in the next year.

Once the pilot programs in both public and private sectors have been launched in the Kathmandu Valley, POUZN will move forward with preparations for the national launch, training approximately 1700 private sector pharmacy personnel in urban and peri-urban towns throughout the country and launching a nation-wide communications campaign to support this effort.

C. Conduct feasibility assessments for scaling up or launching POU disinfecting products in two additional countries:

Discussions of potential USAID countries for introducing POU programs through POUZN have continued throughout the year with the USAID/W CTO. At the request of the CTO, POUZN staff prepared concept papers for scaling-up existing POU programs in Malawi, Kenya, Guinea, Rwanda and Sudan. The Malawi program is now moving forward and the Kenya program will begin implementation in November. The POUZN CTO has requested that priority this year be placed on current successful pilot POU programs and demonstrating that they can be effectively scaled-up rather than introducing new programs. Therefore the majority of effort and resources have been placed on accomplishing this objective.

D. Conduct feasibility assessments and provide technical assistance to lay the ground-work for the introduction Zinc treatments in up to three countries

Despite POUZN recommendations of potential countries for launching zinc treatment programs, USAID Mission requests/concurrence for zinc program assessments were not forthcoming during the project year.

TASK THREE: TECHNICAL/GLOBAL LEADERSHIP

Objectives:

- Complete and disseminate a Lessons Learned paper on POU social marketing
- Present POU findings at the World Water Forum
- Increase the visibility of POUZN
- Establish and convene an Advisory Board to help guide long-term POUZN interventions

Status Report on Key Activities and Outputs:

A. Complete and Disseminate a Lessons Learned Paper on POU Social Marketing

To help bridge the gap in developing countries between populations served by existing water projects and those most in need, the Centers for Disease Control and Prevention (CDC) and the Pan American Health Organization developed the Safe Water System, a simple, inexpensive, adaptable, and flexible intervention that employs technologies appropriate for the developing world. PSI, working closely with CDC technical experts, and has implemented POU social marketing programs to encourage use of Safe Water System products by households in 19 countries. POUZN staff synthesized that experience into a lessons learned paper. The draft paper is in final review and will be printed and disseminated during Year Two.

B. Increase the Visibility of POUZN Interventions among USAID Audiences

A key activity in Global/Technical Leadership is to increase familiarity of USAID staff, both in Washington and in field Missions, and other collaborating partners, with POUZN products and activities. A one page description of the POUZN Project was completed and inputs were provided to USAID/W to assist in their efforts to notify field missions of the availability of the POUZN contracts to address child survival issues related to control and management of diarrheal diseases. POUZN staff have also prepared one-page papers on both point-of-use water treatment products and zinc. These are available on the PSP-One website.

C. Increase the Visibility of POUZN through the PSP-One Web Site.

The PSP-One web-site, including its on-line resource library, serves the PSP IQC and also the broader community of those interested in the role of the private sector in achieving health impact. POUZN staff members have worked with PSP-One to ensure that the PSP-One on-line resource library is searchable by topics of interest to the POUZN community and, during the first year of this project, added 45 new documents to on-line resource library, 26 on point-of-use water treatment and 19 on zinc. The most popular of these documents/weblinks were: Safe Water Systems for the Developing World: A Handbook for the Implementation of Household-based Water Treatment and Safe Storage Project – 300 hits; the SUZY project (Scaling up zinc treatment for young children with diarrhea in Bangladesh) – 286 hits; the International Network to Promote Household Water Treatment and Storage : WHO website – 323 hits, CDC website – 347 hits; PSI Safer Water Treatment Products and Services – 348 hits; Proctor and Gamble

Water Purification System – 344 hits; and Household Water Treatment and Safe Storage Following Emergencies and Disasters – 308 hits. In addition a POUZN project description for the Abt/PSI team and the AED team were posted on the PSP-One web site.

D. Attend and Contribute to POU Discussions at World Water Forum – March 2006

The POUZN Project co-sponsored Sally Cowal, PSI's Senior Vice-President, who is also PSI's Director of Latin America and the Caribbean and Director of Maternal and Child Health, to attend the World Water Forum in Mexico City in March. PSI's booth in the exhibition hall provided literature on point of use water treatment options and conducted frequent demonstrations of Pur, P&G's water product, to interested audiences among the 14,000 registered participants. Ms. Cowal participated as part of a panel discussion organized by the World Health Organization and the Center for Affordable Water and Sanitation Technologies on Household Water Treatment. To an overflowing conference room (a good sign of interest since participants had to choose between several concomitant presentations), Ms. Cowal outlined the advantages of point-of-use treatment, stressing immediacy, scalability, and sustainability for minimal investment. Mr. Szymanski and Ms. Cowal also took advantage of the attendance of many organizations to have meetings with representatives of UNICEF, CDC, USAID, the Africa Development Bank and Vestergaard, P&G, and Medentech who manufacture various water treatment products.

E. Establish and Convene an Advisory Board to Help Guide Long-Term POUZN Interventions

USAID/W POUZN CTO suggested that rather than establishing a separate advisory board during this initial period that a group of experts should be convened to help guide the lessons learned paper. The first major meeting of this group was convened by the Abt POUZN team on March 1 and included the participation of POUZN (Chuck Szymanski, Sally Cowal, Brad Lucas, Susan Mitchell); USAID (Rochelle Rainey, Richard Greene, John Borrazzo); the Environmental Health Project (Dan Campbell); and CDC (Rob Quick, Eric Mintz, Daniele Lantagne). Following the initial meeting to discuss the proposed outline of the lessons learned paper; others joined this group from USAID (Merri Weinger, Al Bartett, Irene Koek) and AED (Camille Saade, Julia Rosenbaum) to discuss the behavioral challenges facing POU water programs. The purpose of this meeting was to also guide discussion of the behavioral issues in the lessons learned paper and to come to common agreement among POU water program stakeholders on the behavioral challenges facing programs, and strategies for overcoming them.

TASK FOUR: MONITORING AND EVALUATION

Objectives:

Establish a project Performance Monitoring Plan (PMP) as well as PMPs for each field program to track results and measure impact. Deliverables to include:

- A Performance Monitoring and Evaluation Plan for the overall POUZN Project (PMP)
- National baseline indicators for each intervention country
- A monitoring and evaluation plan and data collection system in each country
- A report of the outcomes of the first year of implementation

Status Report on Key Activities and Outputs:

A. Finalization of a Performance Monitoring Plan

In consultation with USAID and AED, POUZN staff developed and finalized the PMP, identifying common performance indicators to guide data collection and monitoring systems. A number of joint meetings were held with AED and USAID staff to discuss and come to agreement on a common set of indicators and on a data collection plan. The PMP was submitted to USAID on January 13, 2006.

B. Development of M&E Plans for Field Programs

Monitoring and Evaluation plans for both the Nepal field program and Malawi were included as part of the business plans. Data collection and analysis to monitor these programs will be implemented through regularly scheduled PSI-managed TRaC and MAP surveys per the submitted work plans. Baseline data has been gathered from recent TRaC and MAP surveys in Malawi for most indicators.